

Course Outline

MK 312: Brand Management (Sec.046402)

Semester 1/2022 (August 8th – November 26th, 2022)

Number of Credit: 3

Prerequisite: MK 311

Course Description:

The course will introduce students' overall responsibility and tasks of a brand manager. Topics include new product development and launching, brand design and architecture, brand positioning, brand strategy and marketing programs, growing and sustaining brand equity, brand audit, and brand health check.

Course Objectives:

By understanding the concept of brand equity, marketers can gain valuable perspective that will allow them to interpret effectiveness and tradeoffs for various strategies and tactics. The Brand Management course will provide students the tools necessary to segment the market and eventually to well understand the behavioral insights of the target audience. From such target customer perspectives, students will learn how to develop competitive brand positioning and design the brand concept, identity and image. Students also learn how to construct brand associations and brand elements well designed to communicate brand positioning with target customers. This course will combine the most current brand management theory with practical applications, covering such topics as creating brand equity and positioning, measuring brand equity, using brand equity to expand a business, understanding the functions of brand management to deliver sustained consumer and customer value and brand loyalty, as well as practical management of strategic planning, product management, consumer research decision tools and evaluating of marketing mix elements.

Class Time and Logistic

Class day: Thursdays

Class time: 14:00 - 17:00 hrs.

Venue: Room 201, 2nd Floor, Faculty of Economics

Teaching Materials Platform: [BE Moodle / Google Classroom / MS Team / Facebook Group / etc. [Please specify with an actual URL or access code.](#)]

Instructor:

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Main Text: Strategic Brand Management by Kevin Lane Keller

Suggested Readings: All marketing and branding news from all sources, particularly on the Internet.

Grading Criteria:

Midterm Exam	20% (September 28th, 2022)
Final Exam	30% (November 30th, 2022)

Project Term Paper & Presentation: 35%

The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the final presentation and project term paper. There will be a series of mini presentations and group assignments that require detail data analysis aimed to enhance students' understanding of the branding concepts and frameworks. The booklet will be due on the day of the final exam. The 5% percent will be allocated into team participation scores from the peer evaluation to be submitted at the end of the semester. More details will be provided later during the course.

Note: Students who do not submit peer evaluation on time will automatically receive zero points for team participation.

Student Individual Participation: 15%

Participation includes attendance, discussions, individual assignments and group consultations. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues. The participation scores will be counted from students' individual participation.

Student Responsibility:

- Student is expected to do the reading of the chapter in the text book to enhance understanding after lessons covered by the instructor.
- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: Attendance is very important, therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam. Before class, you are to sign in the chat box for your attendance scores.

- Individual and Team Assessment (Peer Evaluation) will be seriously taken in consideration when computing each student's final grades.

Academic Honesty:

You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students will understand and comply with rules and regulations and practice good work ethics in both team projects and individual class participation to achieve quality results.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	Expected Learning Outcomes
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
●	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	Students can understand, adapt and apply all concepts, frameworks and theories into designing the brand strategy in detail and create impactful project presentations and reports.
N/A	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

	3. Intellectual Development	Expected Learning Outcomes
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Ongoing Group Project work will allow students to showcase “Plan, do, check act” by synergizing prior knowledge to various branding concepts in order to propose sound business strategies and solutions.
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	4.2 Be creative and constructively criticize to solve problem of the team.	Intensive group project assignments and case analysis will provide students’ opportunity to create strong teamwork and provide the opportunity to brainstorm, analyze market situations and create different business projects at satisfactory level.
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	Students will be creating impactful business presentations and reports by achieving the following Assessment Criteria • thorough, focused and thoughtful analysis • strategic thinking

		• creative solutions • effective use of tools, techniques and concepts from the course • realism; and • communication and persuasion
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

Tentative Class Schedule:

Week	Date	Topic	Activities
		BRANDING AND BUSINESS PLAN OVERVIEW	
1	August 11	Course Introduction Group Formation Group Discussion - Learning from Experience: Favorite Brand Discussion Business Model Canvas SWOT, Situational Analysis, Competitive Analysis	In-Class Activities Group Assignment
2	August 18	Introduction to Brand Management- 4 STEPS TO BRAND BUILDING Brand Analysis Final Project Briefing	Group Assignment
3	August 25	Repositioning: Segment, Targeting and Positioning (STP) Lesson and Workshop	In-class activity Group Assignment
4	September 1	CONSUMER INSIGHTS- Focus Group Simulation	In-class activity
		IDENTIFYING AND DEVELOPING BRAND PLANS	
5	September 8	Identifying and Developing Brand Plans Brand Mental Map, PODs and POPs, Brand Mantras, Core Brand Associations	Group Assignment
6	September 15	Brand Plans Mini – Presentation	In-class Presentation
		DESIGNING AND IMPLEMENTING BRAND POSITIONING AND VALUES	
7	September 22	Designing and Implementing Brand Marketing Programs Brand Elements Integrating Brand Marketing Activities Brand Activation and PR Strategies	Group Assignment
EXAM	September 28	MIDTERM EXAMINATION	15:00-17:00 hrs.

8	October 6	Brand Equity Define Brand Equity • Awareness and Image • Brand Persona • Pyramid of Brand Equity (CBBE Model)	Group Assignment
9	October 13	Brand Equity Mini-Presentation	In-class presentation
10	October 20	Customer /BRAND Journey, Story, Touchpoints, Lovemarks BRAND CANVAS	Group Assignment
11	October 27	Competitive Analysis Strategy- SWOT Strategies	Group Assignment
12	November 3	Competitive Analysis Strategy Mini-presentation	Sharing and Consultation Session
		MEASURING AND GROWING BRAND EQUITY	
13	November 10	Measuring Brand Equity Brand Value Chain Brand Tracking	Sharing and Consultation Session
14	November 17	Growing and Sustaining Brand Equity Brand Architecture Brand Portfolio and Hierarchies Brand Expansion Strategies	Sharing and Consultation Session
15	November 24	Final Project Presentation	Final Presentation
EXAM	November 30	FINAL EXAMINATION	9:00 am-12:00 hrs. Booklet Due Peer Evaluation Due